

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of verifying the authenticity of goods ~~wherein a set of~~
~~having public data plain-text~~ and a security code applied thereto, ~~is applied to the goods and,~~

~~wherein:~~

said security code having ~~has~~ been derived by means of a predetermined encryption
algorithm by encrypting ~~from~~ said public data plain-text applied to the goods and one of a
plurality of private data plain-text sets held by a verifier; ~~and,~~ the method comprising:

upon receiving a request for verification,

generating a list of verification codes, each of said verification codes being generated by
said private plain-text set is entered into said predetermined encryption algorithm by encrypting
said together with the public data and one of said plurality of private data sets, and plain-text
applied to the goods to generate a list of verification codes, and said list of verification codes is
compared with the

comparing said security code applied to the goods with said list of verification codes to
assess the authenticity of goods.

2. (Currently Amended) A method according to claim 1, wherein the verifier maintains a
log of requests for verification and, upon receiving a request for verification, compares the public
data plain-text applied to the goods with the data held in the log to assess the authenticity of
goods.

3. (Currently Amended) A method according to claim 1, wherein the public data ~~plain text~~ includes a batch number.

4. (Currently Amended) A method according to claim 1, wherein the public data ~~plain text~~ includes date information.

5. (Currently Amended) A method according to claim 1, wherein the private data ~~plain text~~ includes an item number.

6. (Currently Amended) A method according to claim 1, wherein said public data ~~plain text~~ and said security code ~~(10)~~ is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

7. (Currently Amended) A method of marking goods to enable the authenticity of those goods to be verified, the method comprising:
applying ~~wherein a set of public data plain text and a security code is applied~~ to the goods for use in a subsequent verification process, and
applying a security code to the goods, said security code having been derived by means of a predetermined encryption algorithm by encrypting from said public data ~~plain text~~ applied to the goods and one of a plurality of private data ~~plain text~~ sets held by a verifier.

8. (Currently Amended) A method according to claim 7, wherein the public data ~~plain text~~ includes a batch number.

9. (Currently Amended) A method according to claim 7, wherein the public data~~plain~~
~~text~~ includes date information.

10. (Currently Amended) A method according to claim 7, wherein said public data~~plain~~
~~text~~ and said security code (10) is incorporated into the design printed onto the goods as reversed
out characters, blends or tints.

11. (Currently Amended) Goods marked for verification purposes, ~~each of~~ said goods
including a set of public data ~~plain text~~ and a security code applied to the goods and a security
code applied to the goods for use in a subsequent verification process; said security code having
been derived by means of a predetermined encryption algorithm by encrypting ~~from~~ said public
data~~plain text~~ applied to the goods and one of a plurality of private data ~~plain text~~ sets held by a
verifier.

12. (Currently Amended) Goods according to claim 11, wherein the public data~~plain text~~
includes a batch number.

13. (Currently Amended) Goods according to claim 11, wherein the public data~~plain text~~
includes date information.

14. (Currently Amended) Goods according to claim 11, wherein said public ~~data~~plain~~text~~ and said security code ~~(10)~~ is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

15. (New) Apparatus for verifying the authenticity of goods having public data and a security code applied thereto, the security code having been derived by means of a predetermined encryption algorithm by encrypting said public data applied to the goods and one of a plurality of private data sets held by a verifier, the apparatus comprising:

an input device for receiving a request for verification; and

a processor configured to generate a list of verification codes, each of said verification codes being generated by said predetermined encryption algorithm by encrypting said public data and one of said plurality of private data sets;

wherein the processor is configured to compare said security code applied to the goods with said list of verification codes to assess the authenticity of the goods.

16. (New) Apparatus for marking goods to enable the authenticity of those goods to be verified, the apparatus being configured to apply public data to the goods for use in a subsequent verification process, and to apply a security code to the goods, said security code having been derived by means of a predetermined encryption algorithm by encrypting said private data applied to the goods and one of a plurality of private data sets held by a verifier.

17 (New) A method to verify the authenticity of goods having public data and a security code applied thereto, said security code having been derived using a predetermined encryption

algorithm to encrypt the public data applied to the goods and one of a plurality of private data sets held by a verifier, the method comprising:

the verifier receiving a request for verification of said goods and obtaining the public data associated with the goods to be verified;

applying the obtained public data to generate a list of verification codes wherein each of said verification codes is generated using the predetermined encryption algorithm to encrypt the public data and one of said plurality of private data sets;

comparing said security code applied to the goods with said list of generated verification codes, and

authenticating the goods to be verified if the security code corresponds to at least one of the generated verification codes.